



Kansas City,  
Missouri

# 2025 Traders Market

NOVEMBER 5-7, 2025



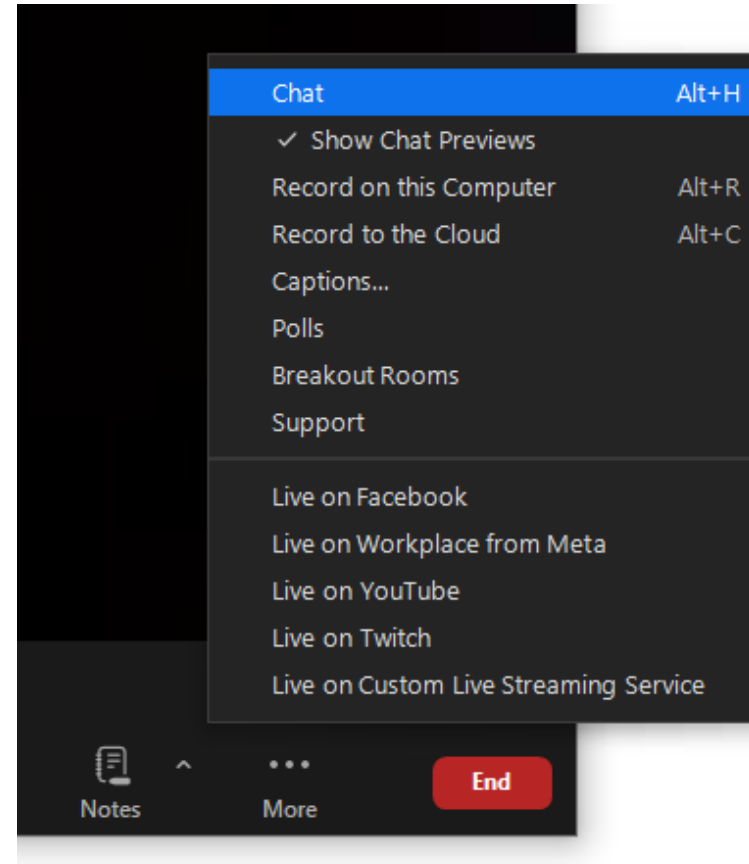
# NAWLA Traders Market Webinar #1 – Exhibitor Service Kit Launch and Key Details

Hosted By: Kelsey Kwasniak and Kendall Reynolds

2025  
**Traders  
Market**

# Webinar Housekeeping Tips

- Reminder: all attendees can see our team as panelists, but we cannot see you.
- To ask a question, please type these in the “chat” or “Q&A” function within your Zoom toolbar. We will answer questions at the end of the webinar.
- This webinar is being recorded and will be posted to the Exhibitor Resource page on NAWLA’s Traders Market website.





# AGENDA

- Key Show Details
  - Dates/Location
  - Show Hours
  - Key Contacts
  - Registration
  - Housing
  - Security Tips
- Booth Package
- Shipping Details
- Important Deadlines
- Accessing Exhibitor Service Kit
- Reviewing Exhibitor Checklist
- Networking Opportunities
- Frequently Asked Questions

# KEY SHOW DETAILS

- Wednesday, November 5<sup>th</sup> – Friday, November 7<sup>th</sup>
- Kansas City Convention Center
  - 301 W 13<sup>th</sup> St #100, Kansas City, MO 64105
- Schedule of Events [HERE](#)
- General Service Contractor – Freeman
  - Phone: 888-508-5054
  - Email: [exhibitorsupport@freemanco.com](mailto:exhibitorsupport@freemanco.com)

# SHOW SCHEDULE

- Exhibitor Move In
  - Wednesday, November 5
    - 8:00AM – 5:00PM
  - Thursday, November 6
    - 8:00AM – 10:00AM
- Exhibit Hall Hours
  - **NEW!** Thursday, November 6
    - 10:00AM – 6:00PM
  - Friday, November 7
    - 8:00AM – 12:00PM
- Exhibitor Move Out
  - Friday, November 7
    - 12:00PM-6:00PM
- All exhibitors must be moved out no later than 6:00PM on Friday, November 7

# KEY SERVICE CONTACTS

- Show Management
  - Kendall Reynolds
  - Kelsey Kwasniak
  - [exhibits@nawla.org](mailto:exhibits@nawla.org)
- General Service Contractor
  - Freeman
  - Phone: 888-508-5054
  - Email: [exhibitorsupport@freemanco.com](mailto:exhibitorsupport@freemanco.com)
- Audio/Visual
  - Harvest Productions
  - Email: [HMXLivesales@harvestkc.com](mailto:HMXLivesales@harvestkc.com)
  - [AV Order Form](#)
- Catering
  - Aramark
  - Phone: [KCCCaremarksales@aramark.com](mailto:KCCCaremarksales@aramark.com)
  - Email: 816-308-9482
- Electrical and Internet
  - Smart City Networks
  - Phone: 888-446-6911
  - [Electrical Order Link](#)
  - [Internet Order Link](#)

# REGISTRATION INFORMATION

- One (1) complimentary registration per 10x10
- All booth personnel must register through separate link
  - Directions sent to main exhibit contact
- Exhibitor registration portal [here](#)
  - Need vendor code to access complimentary allotment
- Contact [registration@nawla.org](mailto:registration@nawla.org) with any registration questions



# HOUSING & TRAVEL INFORMATION

- Kansas City Marriott Downtown
  - 200 West 12<sup>th</sup> Street, Kansas City, MO 64105
    - \$249/night + tax
- Loews Kansas City Hotel
  - 1515 Wyandotte Street, Kansas City, MO 64108
    - \$249/night + tax



# HOUSING & TRAVEL INFORMATION (cont.)

- Link to book your hotel available in registration confirmation email
- Fly into Kansas City International Airport (MCI)
- Deadline to secure NAWLA group rate is Monday, October 6<sup>th</sup> for the Loews Kansas City Hotel and Monday, October 13<sup>th</sup> for the Kansas City Marriott Downtown
- Marriott Cancellation Policy
  - Hotel requires all reservations be guaranteed with a deposit equal to one night's room and tax. Should a guest cancel a reservation, the hotel shall refund the deposit, provided notice of cancellation is given (48) hours prior to arrival.
- Loews Cancellation Policy
  - Hotel requires all reservations be guaranteed with a deposit equal to one night's room and tax. Should a guest cancel a reservation, the hotel shall refund the deposit, provided notice of cancellation is given (72) hours prior to arrival.

# SECURITY TIPS

- Take the following precautions:
  - Obtain insurance
  - Don't mark contents on the crates
  - Do not store products in "EMPTY CARTONS"
  - Ship products in locked cages/trunks
  - Make a list of all products shipped
  - Mount/attach products to display when possible
  - Secure staff's personal property
  - Stay with your products on closing day until packed and marked for shipment
  - Inform booth members of rules regarding removal of merchandise
  - Do not sell, give away, or trade merchandise
  - Don't wait until end of show to report damage or theft
    - Contact security and/or show management immediately

# BOOTH PACKAGE DETAILS

- Each 10x10 booth will be set with –
  - 8' high black back drape
  - 3' high black side drape on each side
  - (1) 6'L x 30"H black draped table
  - (2) chairs
  - (1) wastebasket
- The exhibit hall is NOT carpeted. All exhibitors must have flooring to cover the entirety of their booths.

# SHIPPING DETAILS

- Warehouse Shipping Address

- October 6-October 29
  - After the October 29 deadline, shipments received will incur an additional fee with Freeman
- Exhibiting Company Name / Booth Number  
NAWLA Traders Market 2025  
C/O Crane Freight / Freeman  
10241 NW Transcon Dr  
Kansas City, MO 64153  
USA

- Show Site Shipping Address

- November 5-Show time
- Exhibiting Company Name / Booth Number  
NAWLA Traders Market 2025  
Kansas City Convention Center  
C/O Freeman  
301 W 13th St  
Kansas City, MO 64105  
USA



# IMPORTANT DEADLINES

- Registration – All members can register until November 5 (first day of Traders Market)
  - If not a NAWLA member, must apply for membership by September 5
- Housing – October 6 (Loews) and October 13 (Marriott) for group rate
- Shipping
  - Advance Warehouse: October 6 – October 29
  - Direct to Kansas City Convention Center: November 5
- AV, Catering, Electrical, Internet Discount – ALL by October 22
- Freeman Discount Price Deadline – October 8

# ACCESSING THE EXHIBITOR SERVICES KIT

- Service Kit Link -  
<https://www.freemanco.com/store/show/landing?referer=s&nav=02&showID=538840>
- Login – create an account or login using your information to place orders
  - Your primary contact will be able to access

# NETWORKING OPPORTUNITIES

- Welcome Party
  - Wednesday, November 5 from 5:30PM-7:00PM
- Exhibit Hall Floor Open
  - Thursday, November 6 from 10:00AM-6:00PM
  - Friday, November 7 from 8:00AM-12:00PM
- Show Floor Reception
  - Thursday, November 6 from 5:00PM-6:00PM

# FREQUENTLY ASKED QUESTIONS

- Do I need to have carpet for my booth?
  - **YES** – all exhibitors are required to have carpet for their booth. You may order this via Freeman's online exhibitor service kit. You can also bring your own flooring.
- Freeman's online site is charging me for furniture – I thought this was included?
  - Yes – all exhibitors receive the following per 10x10 space. This means you do NOT need to place this order as it will be assumed and placed in your booth. If you would like additional furniture, you can do so by purchasing through Freeman's online site or shipping your own furniture.
    - Each 10' x 10' booth will be set with 8' high black back drape, 3' high black side drape, one 6'L x 30"H black draped table, two Limerick® chairs by Herman Miller, and one wastebasket.

# FREQUENTLY ASKED QUESTIONS

- Am I required to sign up to exhibit for 2026?
  - No – this is not required, however space does fill up quickly each year so we do recommend sending in your contract to secure your space.
- Exhibitor Move In is on Wednesday and Thursday – do I have to move in on Wednesday?
  - This will depend on the complexity/size of your space. We always recommend giving yourself more time by moving in on Wednesday given the hall opens on Thursday at 10:00AM. If you have a simple setup you can definitely arrive on Thursday morning to quickly setup. If you do NOT have carpet in your space however, NAWLA does reserve the right to force carpet at your expense with Freeman. NAWLA will force carpet after 3:00pm on Wednesday at your company's expense if no flooring is laid or if you have not notified our team in advance that you are bringing your own flooring.



# EXHIBITOR CHECKLIST

- [Exhibitor Checklist can be found HERE](#)

## NAWLA TRADERS MARKET 2025 EXHIBITOR CHECKLIST

ITEM	DESCRIPTION	DEADLINE (if applicable)	COMPLETED?
Pay Exhibit Balance	Pay any remaining balance you may owe on your booth space	ASAP	<input type="checkbox"/>
Register Booth Staff	You received your code and allotment from <a href="mailto:registration@nawla.org">registration@nawla.org</a> to register your company personnel for Traders Market. If you did not receive this email, please contact <a href="mailto:exhibits@nawla.org">exhibits@nawla.org</a>	ASAP (can register onsite as well)	<input type="checkbox"/>
Review Exhibitor Services Kit	Review the Freeman portal and any deadlines associated with ordering and shipping	Launches August 11th	<input type="checkbox"/>
Submit Company Description Information	<a href="#">Submit Your Company Description to be featured in BPD Merchant Magazine</a>	Friday, August 22, 2025	<input type="checkbox"/>
Order Furniture (if applicable)	Order any furniture you would like a part of your booth.	October 8th discount deadline	<input type="checkbox"/>
Order Carpet (required)	Please order your carpet! You can order through the Exhibitor Services Kit. Go to Shop Products & Services > Flooring > Carpet	October 8th - discount deadline	<input type="checkbox"/>
Order Electrical (optional)	Note: Electrical is not included in your booth package. Order electrical via our vendor, Smart City Networks. Their information is included in our Exhibitor Services Kit. Go to Shop Products & Services > Electrical	October 22nd	<input type="checkbox"/>
Order Catering (optional)	If applicable, order any Food & Beverage you may need during the show through the KCCC catering vendor,	October 22nd	<input type="checkbox"/>
Order Telephone & Internet (optional)	Order internet via our vendor, Smart City Networks. Their information is included in our Exhibitor Services Kit. Go to Shop Products & Services > Telephone & Internet	October 22nd	<input type="checkbox"/>
Book Housing and Travel	Book your hotel room! NAWLA has secured two hotel blocks - the Kansas City Marriott Downtown and the Loews Kansas City Hotel.	ASAP (included in registration email confirmation)	<input type="checkbox"/>
Book Travel	Book your flight! Or finalize travel details if you will be commuting.	ASAP (we recommend organizing this the same time you book your hotel)	<input type="checkbox"/>
Review Schedule of Events	<a href="#">Review Traders Market Schedule here</a>		<input type="checkbox"/>

<b>Review Shipping Information for both Advance Warehouse and direct to Show Site</b>	Both receiving dates and addresses are located in the Exhibitor Services Kit		<input type="checkbox"/>
<b>Advance Warehouse Shipping</b>	<b>Warehouse shipping address:</b> Exhibiting Company Name / Booth Number NAWLA Traders Market 2025 C/O Crane Freight / Freeman 10241 NW Transcon Dr Kansas City, MO 64153 USA	From October 6-October 29, 2025 (If arrive after Oct. 29, will be additional charge)	<input type="checkbox"/>
<b>Discount Price Deadline</b>	Order all Freeman services before discount deadline ends on October 8, 2025	Wednesday, October 8, 2025	<input type="checkbox"/>
<b>Housing Deadline - Kansas City Marriott Downtown</b>	Book your hotel room!	Cutoff Date - Monday, October 13, 2025	<input type="checkbox"/>
<b>Housing Deadline - Loews Kansas City Hotel</b>	Book your hotel room!	Cutoff Date Monday, October 6, 2025	<input type="checkbox"/>
<b>Online Space Selection (for 2026)</b>	Book for booth for 2026 Traders Market in Anaheim, CA. Please fill out the contract prior to Space Selection. You should have received information from exhibits@nawla.org	28-Oct-25	<input type="checkbox"/>
<b>Show Site Shipping</b>	<b>Show site shipping address:</b> Exhibiting Company Name / Booth Number NAWLA Traders Market 2025 Kansas City Convention Center C/O Freeman 301 W 13th St Kansas City, MO 64105 USA	Wednesday, November 5, 2025	<input type="checkbox"/>
<b>Double Check Travel Information (Hotel and Transportation)</b>	Confirm hotel is booked and all necessary travel plans are made	Prior to departure	<input type="checkbox"/>
<b>Prepare for Onsite Space Selection for 2026 Traders Market</b>	If you were unable to join for Online Space Selection, please stop by the NAWLA desk at Networking Central to select a booth for 2026 Traders Market in Anaheim, CA.	Onsite	<input type="checkbox"/>

## NAWLA TRADERS MARKET 2025 SPONSOR CHECKLIST

ITEM	DESCRIPTION	DEADLINE	COMPLETED?
Pay Sponsorship Balance	Pay any remaining balance you may owe on your sponsorship		<input type="checkbox"/>
Review Specs and Deadlines	Once you receive your sponsorship confirmation email, please review all sponsorship deliverables included and submit the necessary information to <a href="mailto:exhibits@nawla.org">exhibits@nawla.org</a>		<input type="checkbox"/>
Submit Company Logo	Submit your preferred company logo in both ai/eps format and jpg/png format		<input type="checkbox"/>
Approve specific sponsorship deliverable (if applicable)	Confirm with <a href="mailto:exhibits@nawla.org">exhibits@nawla.org</a> all materials for your sponsorship are submitted and approved		<input type="checkbox"/>

Questions?

2025  
**Traders  
Market**

# Contact Us!

- **Kelsey Kwasniak**

- Exhibits & Sponsorship Manager
  - Phone: (312)-673-5387
  - Email: [kkwasniak@nawla.org](mailto:kkwasniak@nawla.org),  
[exhibits@nawla.org](mailto:exhibits@nawla.org)

- **Kendall Reynolds**

- Exhibits & Sponsorship Coordinator
  - Phone: (312)-673-4723
  - Email: [kreynolds@nawla.org](mailto:kreynolds@nawla.org),  
[exhibits@nawla.org](mailto:exhibits@nawla.org)